londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

10/02/2025 – 16/02/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£19,974.49

TOTAL INVOICES

14

NEW LEADS

15

“”

QUOTES SENT

11

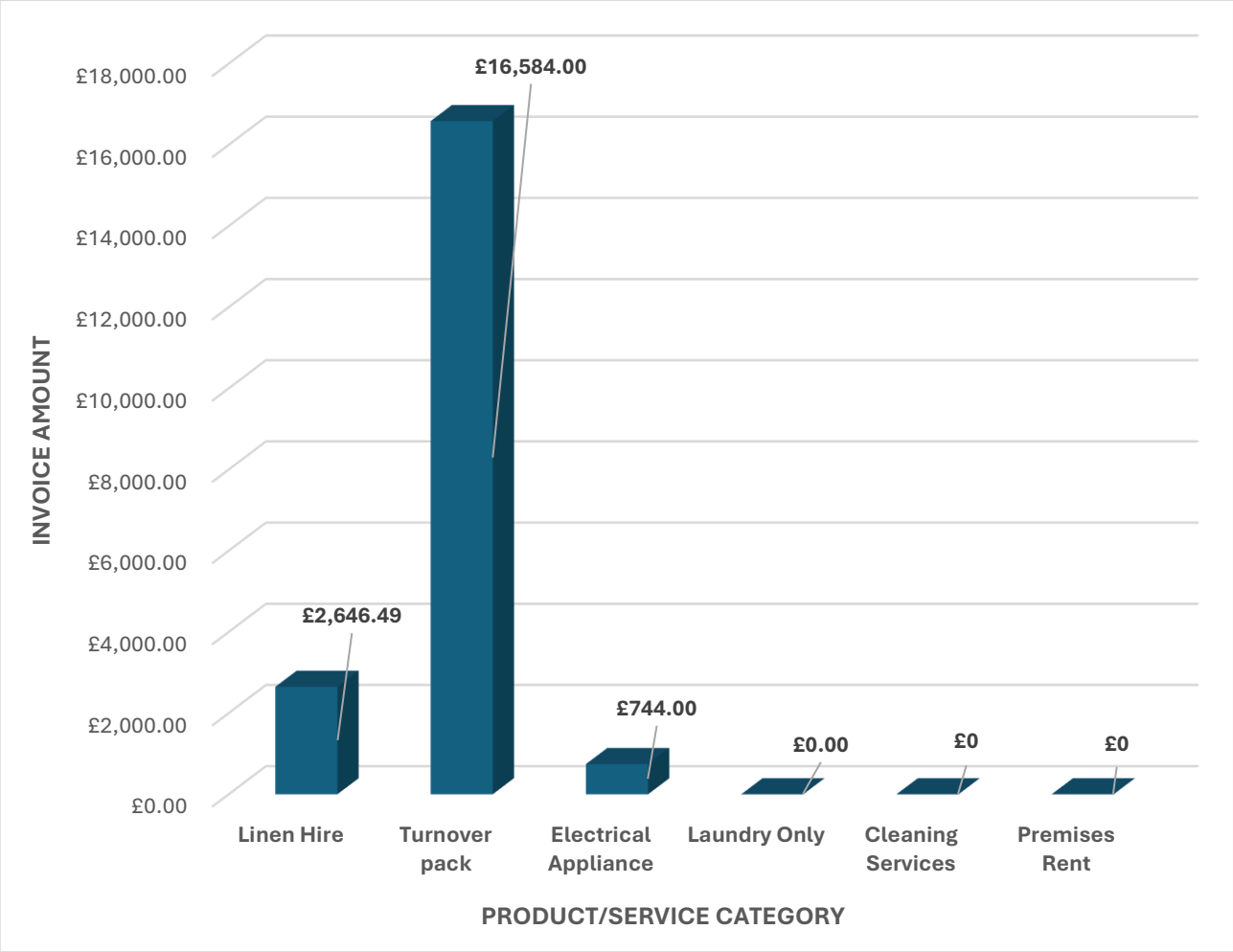
CONVERSIONS

3

ORDERS DELIVERED

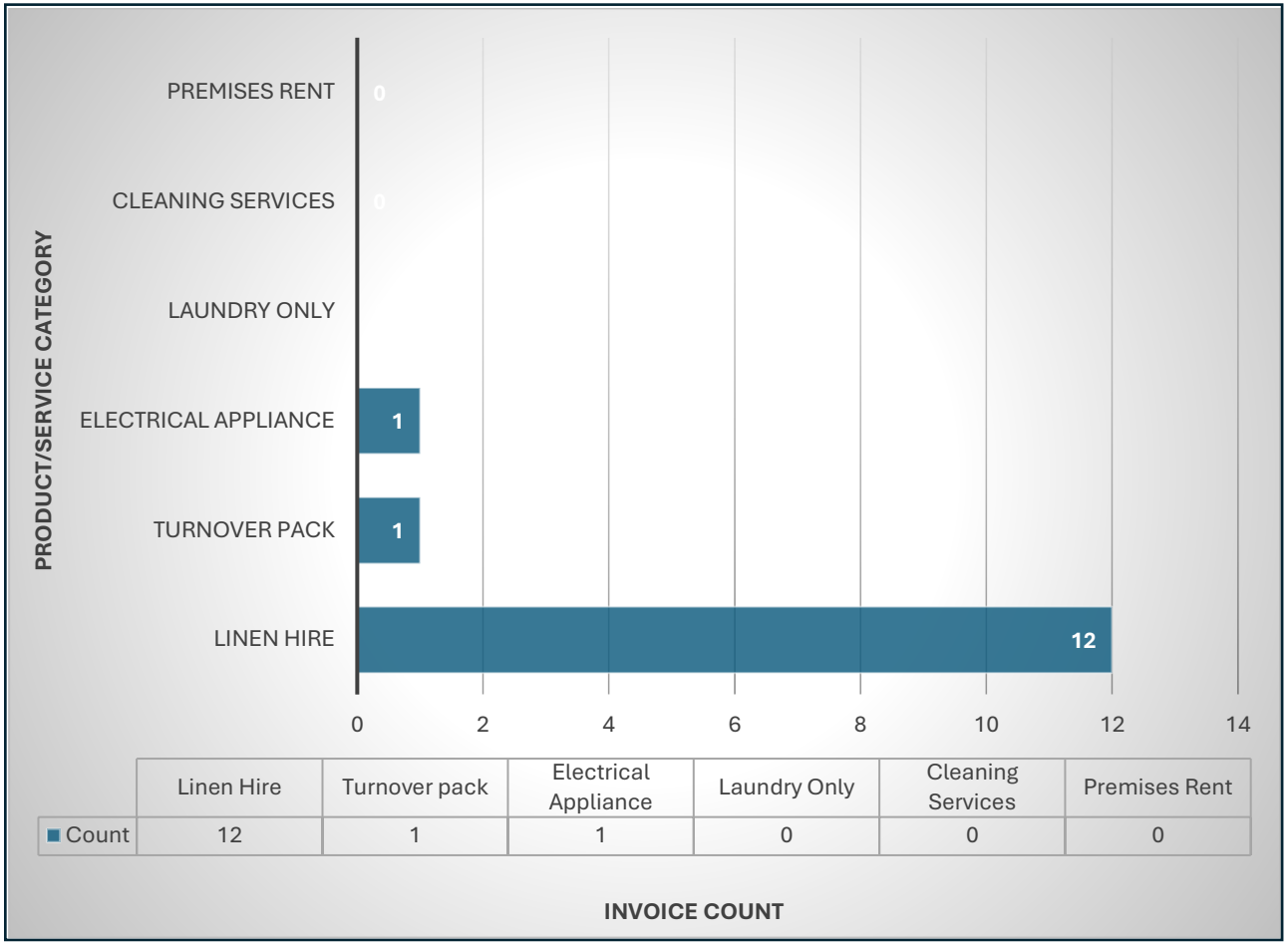
17

DETAILED GLANCE OF SALES – INVOICE AMOUNT



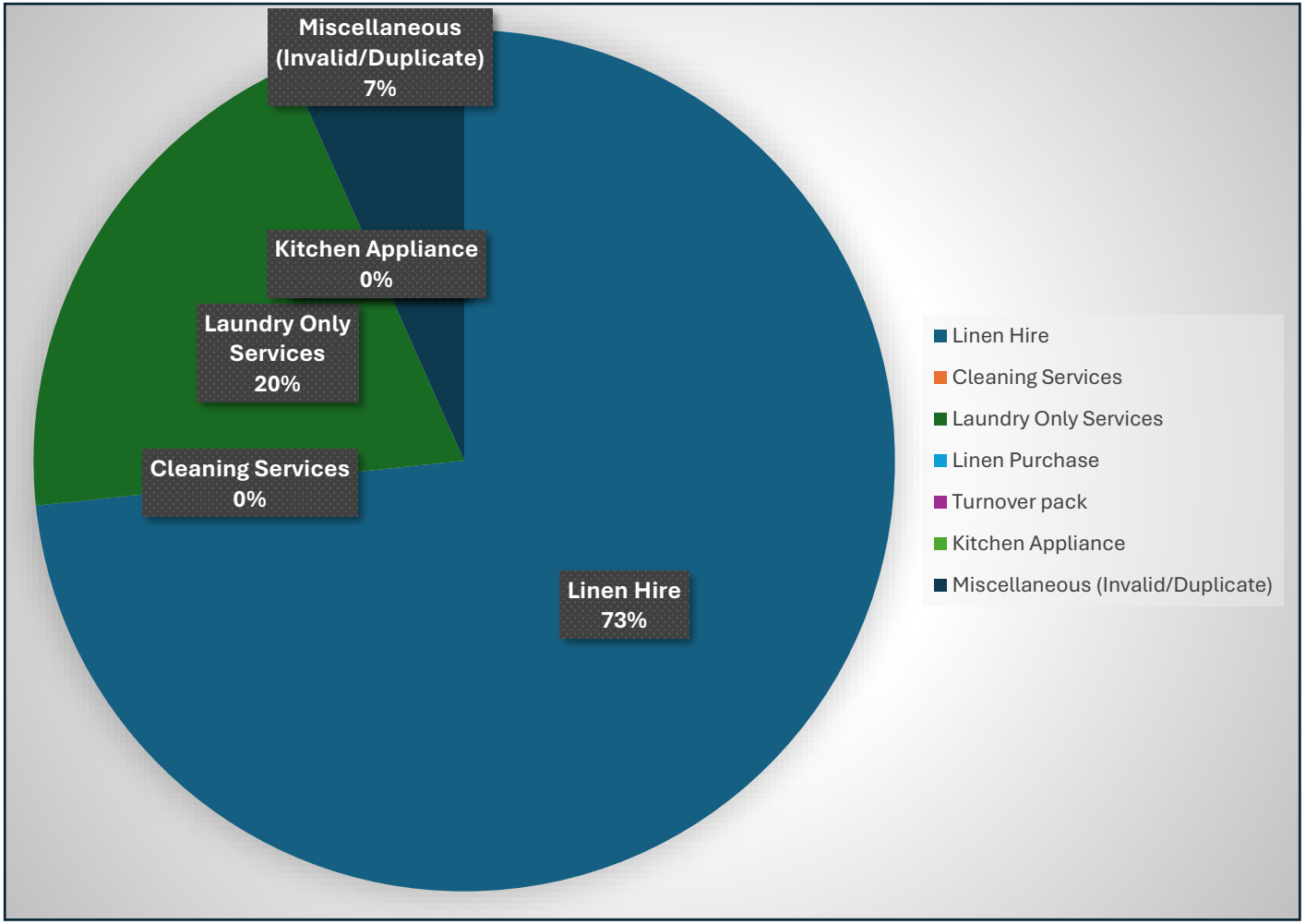
TOTAL AMOUNT - £19,974.49

DETAILED STATISTICS – INVOICE COUNT (14)

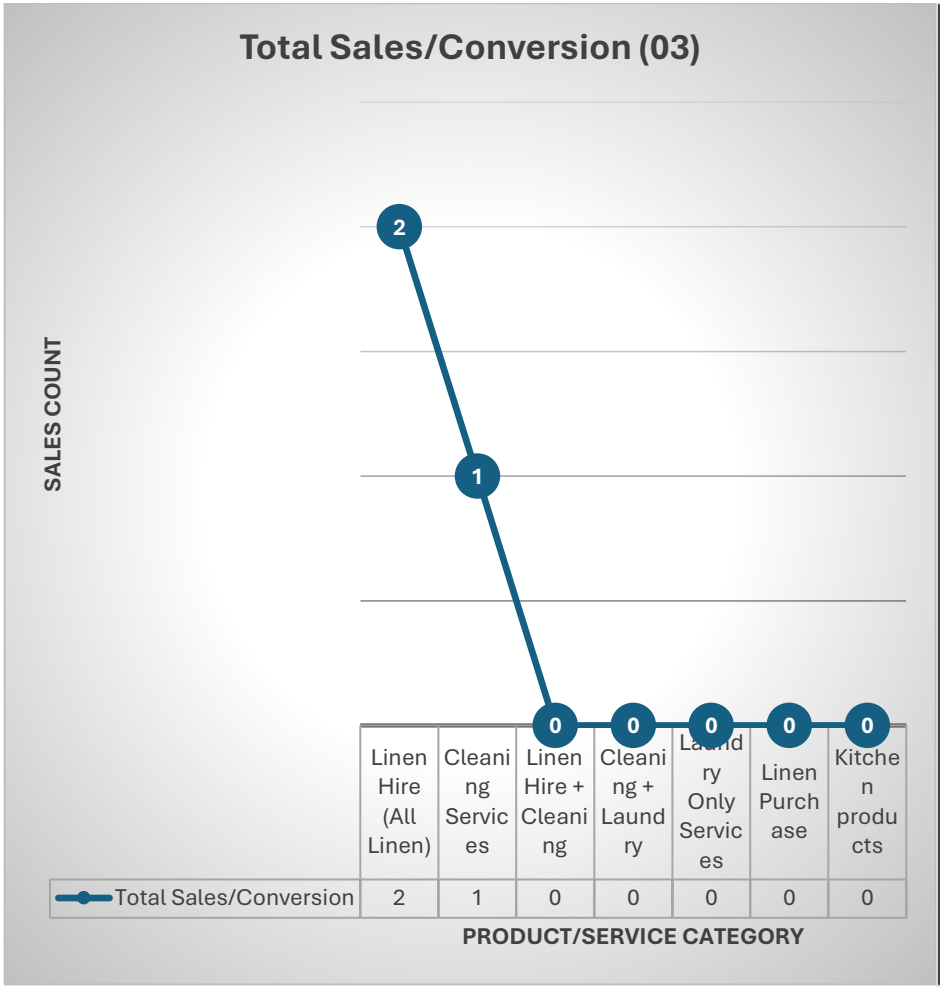


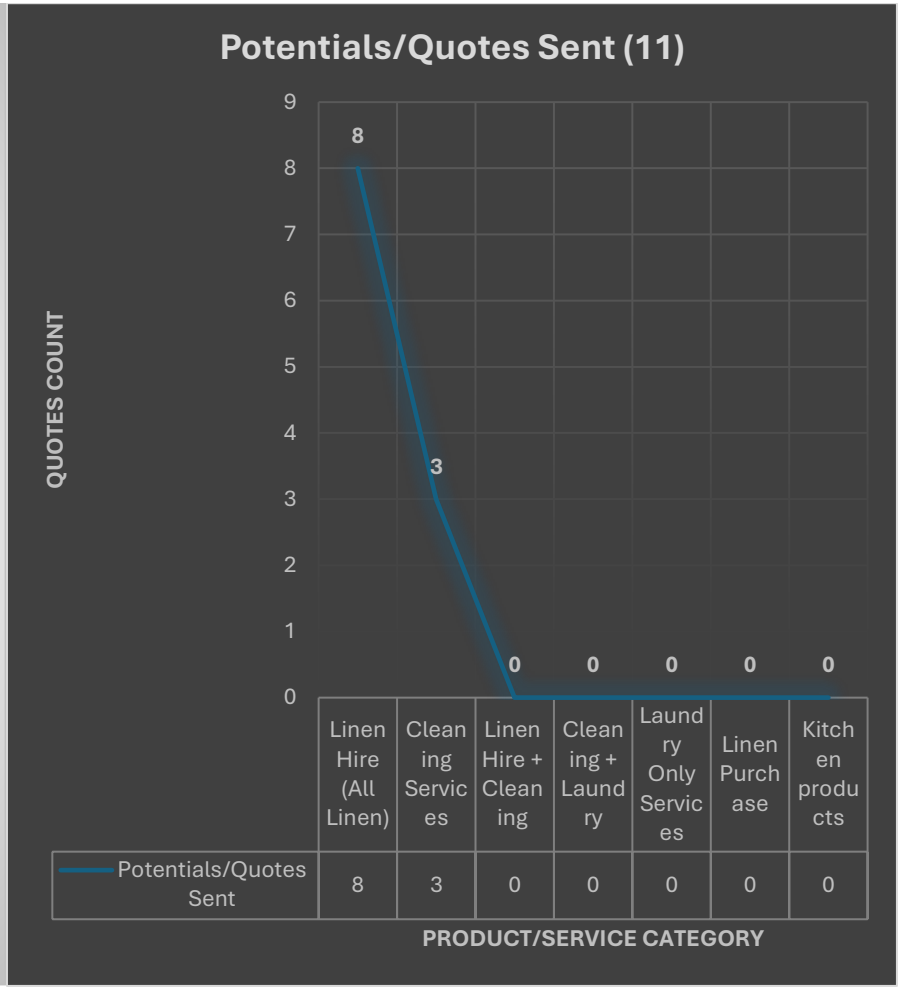
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Premises Rent
Count	12	1	1	0	0	0

LEADS RECEIVED DURING THE WEEK (15)

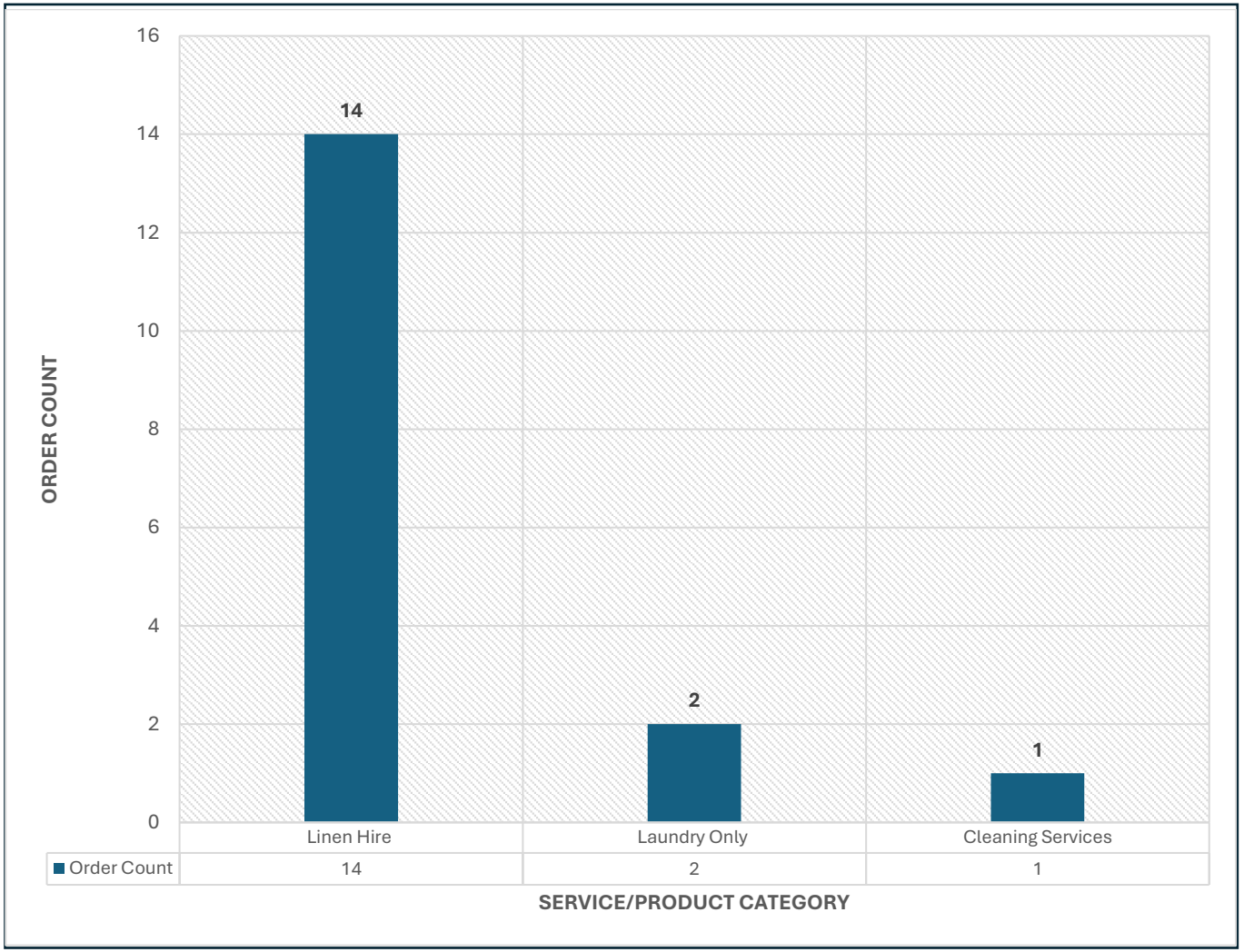


SALES TEAM ACTION





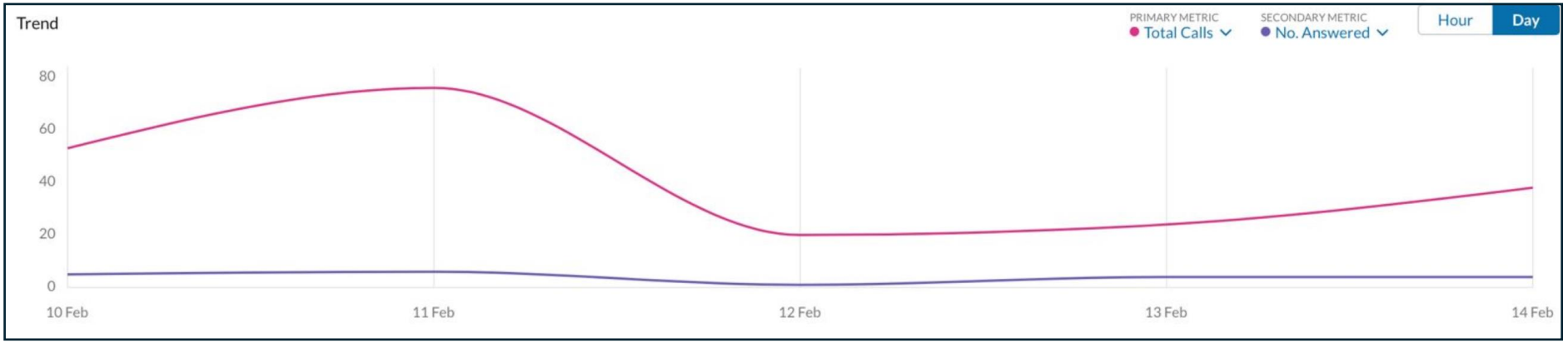
ORDERS DELIVERED DURING THE WEEK (17)



SALES CALL INSIGHTS

Sales Agent: Calvin & Abhishek

Total Calls during 5 working days of the week**: 177** Average calls: Calvin – **22.75**, Abhishek – **28.66**



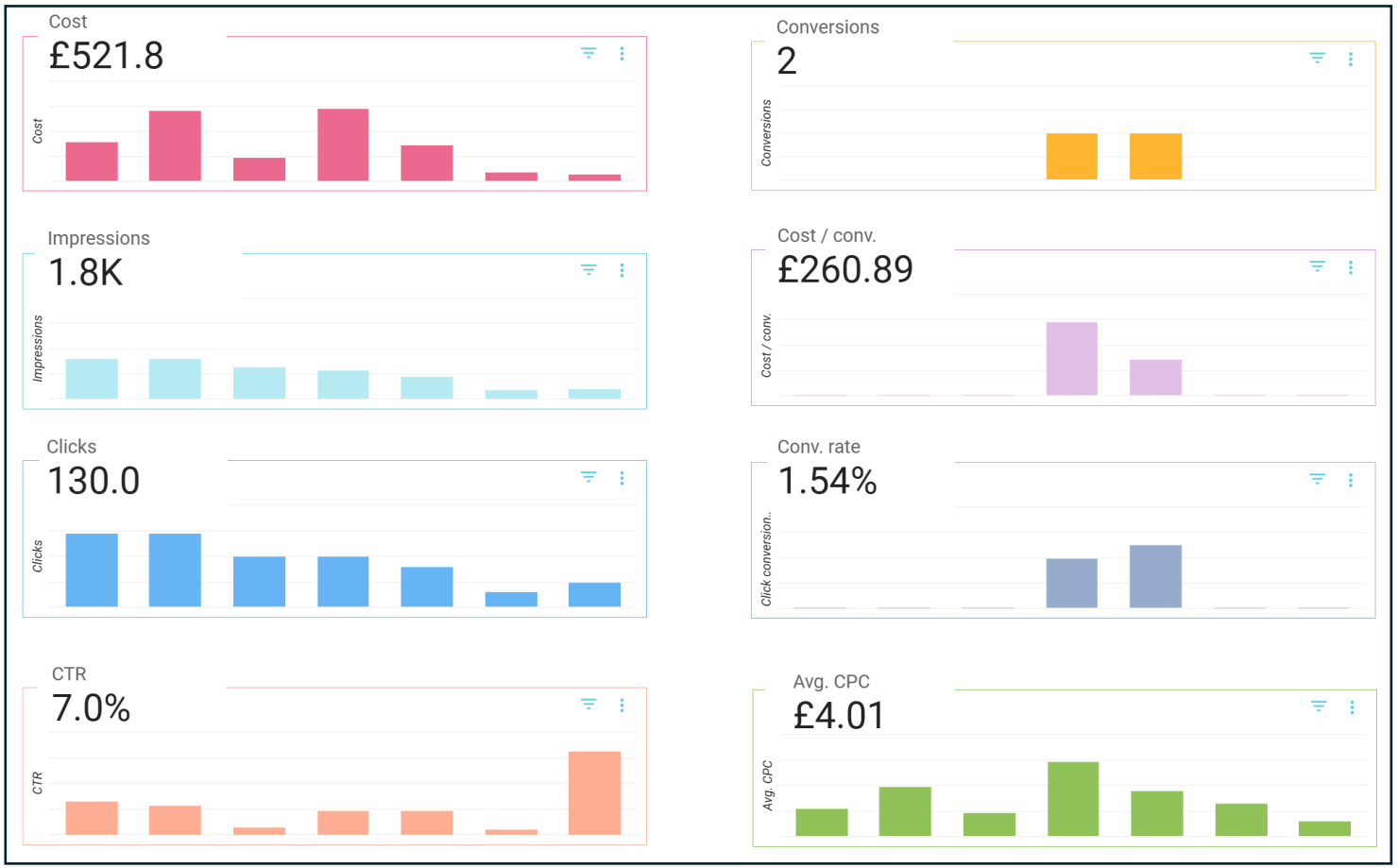
Name	Ext.	Total Calls	Avg. Calls/day	No. Inbound	No. Outbound	% Missed (w/VM)	Avg. Handle Time
Hospitality Office	704	91	18.20	33	58	84.8%	01:41
Abhishek Singh	706	86	17.20	4	82	75.0%	00:41

Note: Hospitality Office data above belongs to Calvin.

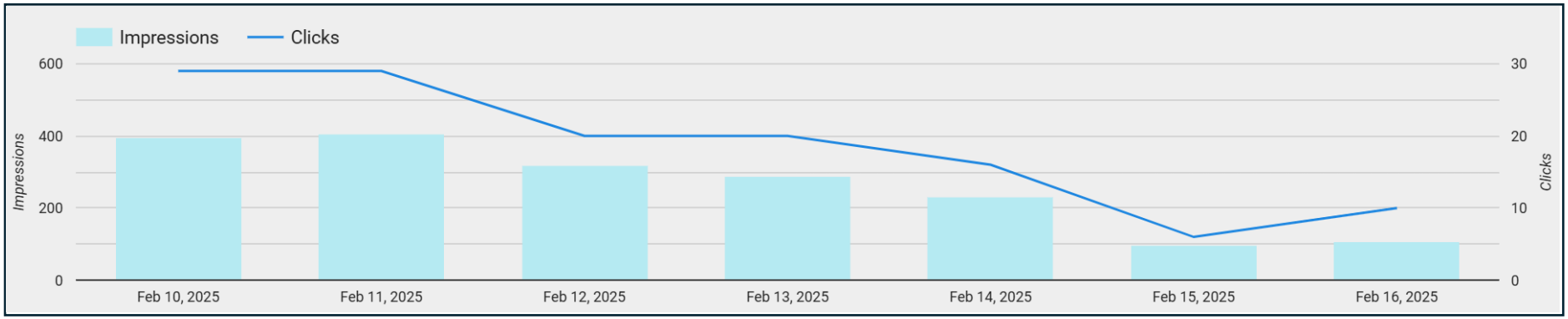
Average calls by Calvin is calculated based on 4 working days and for Abhsihek, it is calculated based on 3 working days for the last week.

MARKETING PAID AD PERFORMANCE DURING THE WEEK

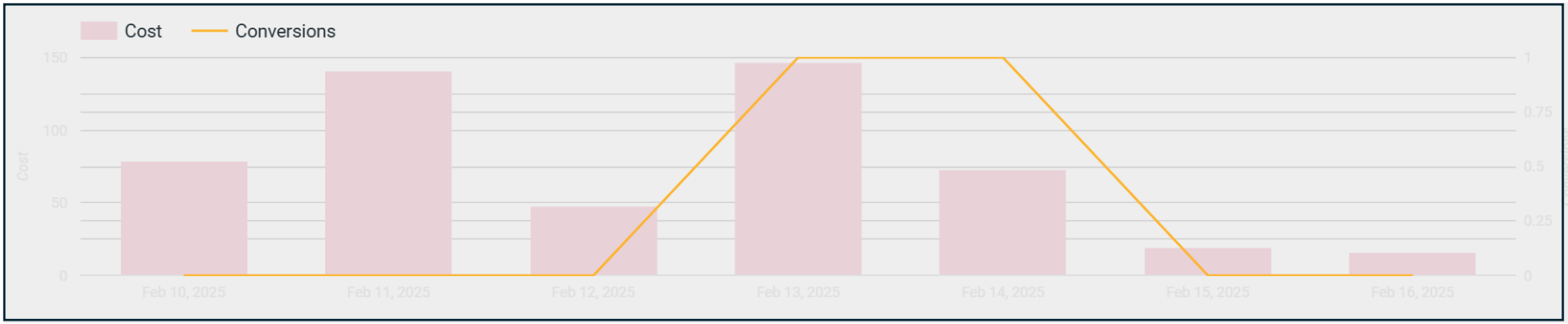
Google Ads
PERFORMANCE METRICS



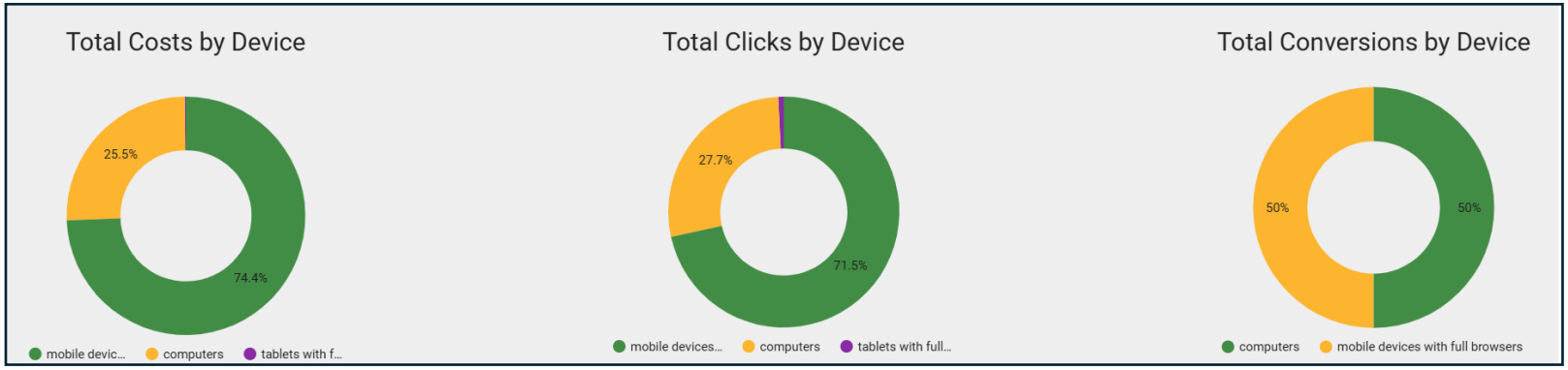
IMPRESSIONS 1.8K -3,192 & CLICKS 130.0 -158



CONVERSIONS 2 -9 vs COSTS £522 £-853.97



USER DEVICE PERFORMANCE

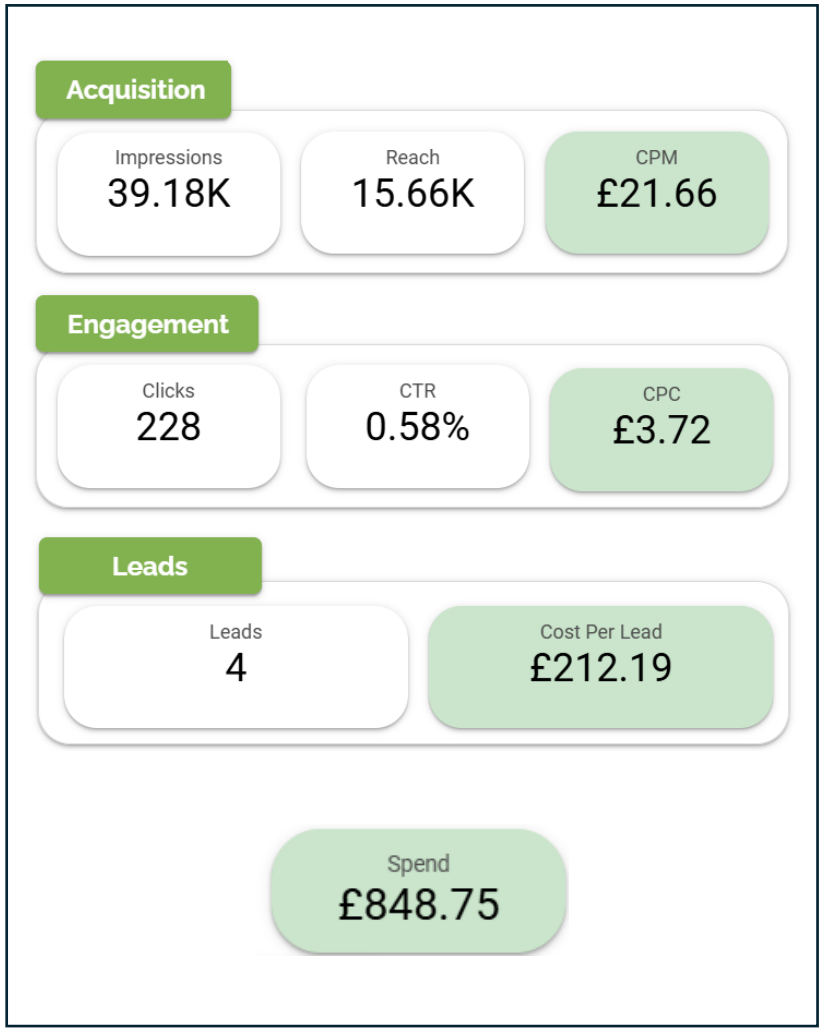


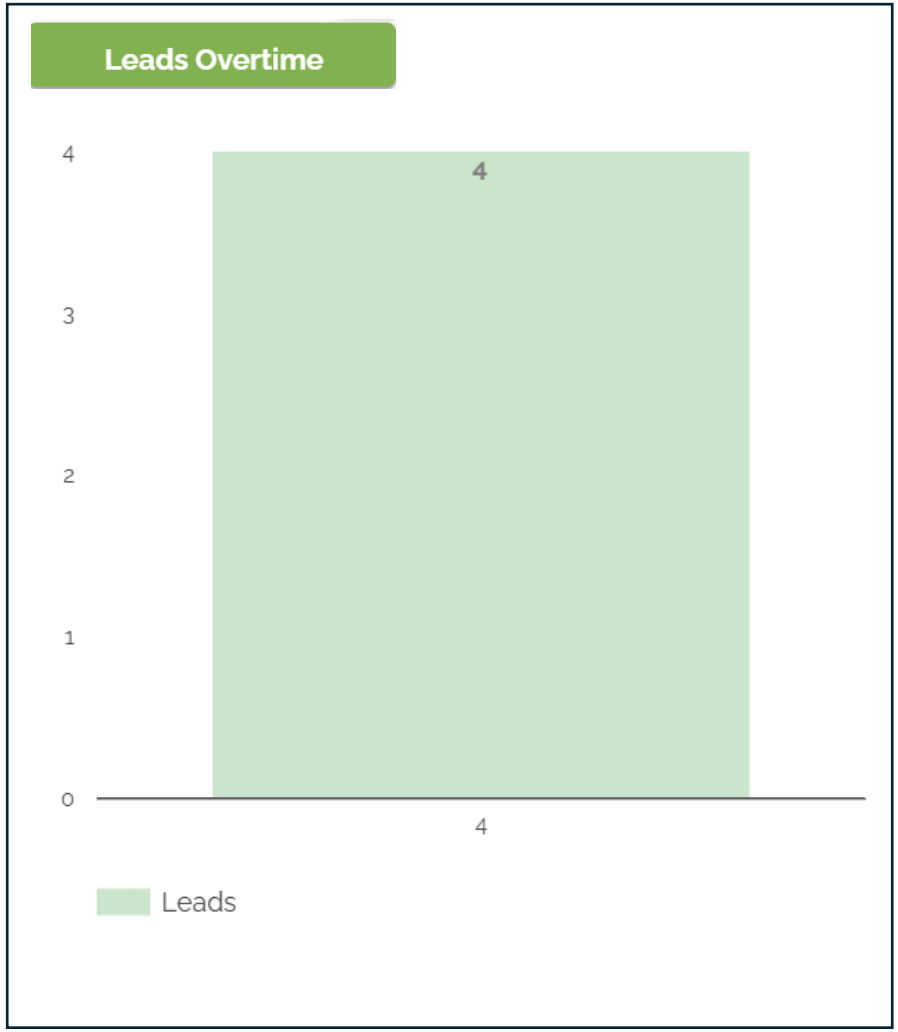
	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£388	1,323	93	7.03%	£4.17	1	£388.15	1.08%
2.	computers	£133	510	36	7.06%	£3.69	1	£132.83	2.78%
3.	tablets with full browsers	£1	13	1	7.69%	£0.81	0	£0	0%
	Grand total	**£522**	**1,846**	**130**	**7.04%**	**£4.01**	**2**	**£260.89**	**1.54%**

CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£284	1,079	85	7.88%	£3.34	1	£284.15	1.18%
Laundry Services	£223	699	39	5.58%	£5.72	1	£223.06	2.56%
Cleaning Services	£15	68	6	8.82%	£2.43	0	£0	0%
Hire Services_UK	£0	0	0	0%	£0	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Grand total	**£522**	**1,846**	**130**	**7.04%**	**£4.01**	**2**	**£260.89**	**1.54%**

Meta Ads (PERFORMANCE)



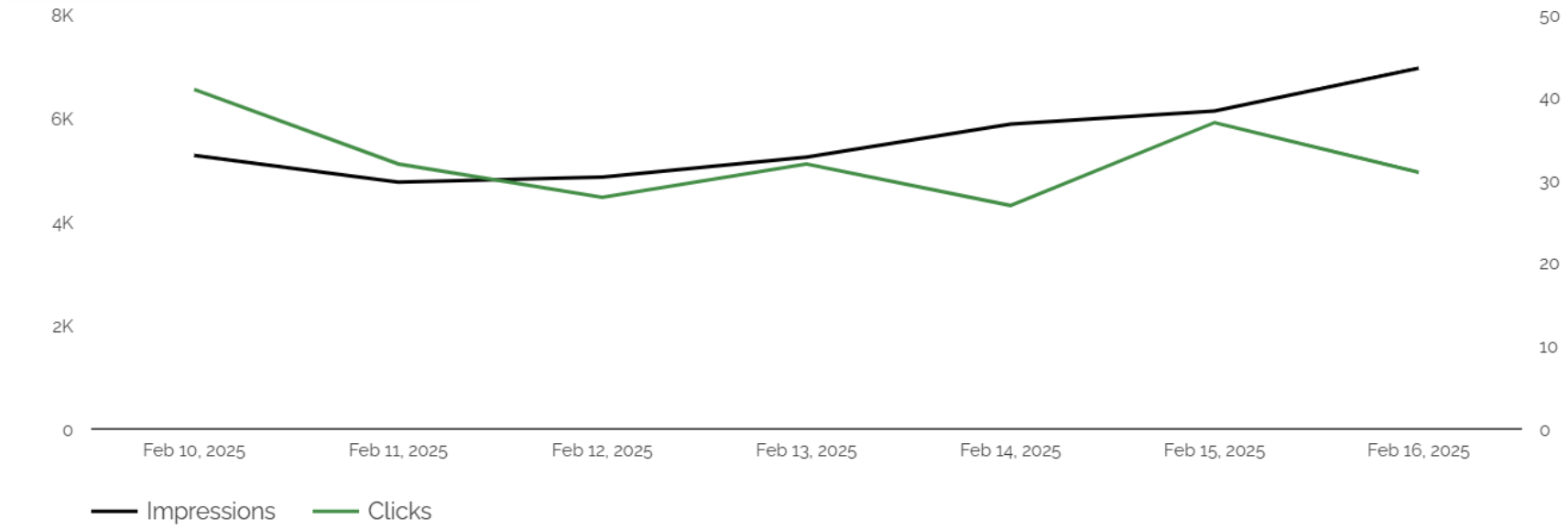


CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	181	33,230	£709.18	£3.92	3
2.	commercial_laundry_hospitality	47	5,947	£139.57	£2.97	1

Impressions & Clicks overtime



WEEKS HIGHLIGHT (10/02/2025 – 16/02/2025)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Marifat Nazarova, Nazar Mari Ltd – Signed the contract.**
   Estimated Quote amount: **£55.20 monthly**
   Service requested - Linen Hire Services
   Business: Airbnb
   Location: Flat 1, 11-13 Breams Buildings, London, EC4A 1DT

2. **Mostafa Iqbal, London Holiday Rental – Signed the contract.**
   Estimated quote amount: **£141 per week/bi-weekly**
   Service requested **- Linen Hire Services**
   Business: Airbnb
   Location: Mile End Road, E1 4UN

3. **Younes, Pass the Keys - Signed the contract.**
   Estimated Quote amount: **£314 weekly**
   Service requested: **Cleaning services**
   Business: 4 properties based in London
   10 Mossford Street , Bow, London E3 4TH
   Flat 186, Berglen Court, 7 Branch Rd, Limehouse, London E14 7JZ
   40 Manchester Grove , London E14 3BG
   86 Kelday Heights, 2 Spencer Way, London E1 2PW
   Feedback: The client uses a platform to raise the service request.
   Credentials to login to the platform –
   App: https://plus.passthekeys.com/

Username: Londonist
Password: 0156Ghy43t

4. Hasan Zaidi Syed, Urban Doner Kebab, ***Promising lead***
   Estimated quote amount: £47 - £65 bi-weekly.
   Business: Restaurant (Urban Doner Kebab + Airbnb upstairs)
   Location: Prade STREET**,** W2 1RL
   Feedback: Delivery address to be changed and the final contract to be sent and signed the following week.

5. Stella Boahene, Obaatanpa food and Bakery joint – ***Promising Lead***
   Estimated quote amount: £77.40
   Business: Restaurant + Airbnb
   Service Requested: Bed + Bath Linen Hire
   Location: North London & West London
   Feedback: Waiting for the renovation work to be completed by end of the following week. Call scheduled for 21st Feb'2025.

6. Anna Konko, Fit for live property – ***Promising Lead***
   Estimated quote amount: £44.10
   Business: Serviced accommodation
   Service Requested: Bed + Bath linen hire
   Location: Canary Wharf
   Feedback: Quote under review with her husband currently

7. Tahir Quadir – ***Promising Lead***
   Estimated quote amount: £250
   Business: Launderette business
   Service Requested: Towel Hire + Outsourcing Laundry services for his guests
   Location: Kent

Feedback: Details to be shared regarding the minimum order per week and the areas we cover in Kent.

8. Sanjay, Khaya Getaways – ***Promising Lead***
   Estimated quote amount: £180
   Business: 5 Airbnb properties (20 Beds)
   Service Requested: Linen Hire
   Location: East London
   Feedback: Final review of the quote with business associate

Takeaways

1. Nicolò Lettieri **– Samples requested**
   BACKGROUND:
   - ✓ Holds 6 Airbnb properties based in London.
   - ✓ Total beds – 13
   - ✓ Service requested – Linen Hire
   - ✓ Address: 24 Westall Street, Reading, RG2 9RL
   - ✓ Lead has requested for ***samples for Polycotton & 100% cotton (to analyse the difference)*** to be sent this week.
2. Ali Ibtasar **– Site visit in discussion**
   - ✓ Holds 7 Airbnb properties based in London.
   - ✓ Service Requested – Linen hire + Cleaning services
   - ✓ 1 common Location for pick and drop – Battersea, South-West London
   - ✓ Currently, the business is slow. Therefore, would try with one of the properties possibly with 2 bedrooms for cleaning and rental.
   - ✓ Site visit at warehouse is in discussion currently. Call scheduled for Friday – 21st Feb'2025

3. Linda Iacobucci **- Damage and Loss policy requested**
   - ✓ Holds couple of SA properties.
   - ✓ Business name - Home2Home Property Staging Ltd
   - ✓ Service requested – Linen hire
   - ✓ Lead requested the exact price for any damage or loss for each of her requested products to be shared by Friday during the week.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **2**

Cost per Conversion to CRM - **£260.89**

Meta Ads Cost per Conversion:

Total Leads Received – **4**

Cost per Conversion to CRM – **£212.19**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£15**
   Leads generated – **0**
2. Hire Ads spent - **£284**
   Leads generated – **1**
3. Laundry Ads spent - **£223**
   Leads generated – **1**

Meta Ads –

1. Linen Hire Ads spent - **£709.18**
   Leads generated – **3**
2. Commercial Laundry Ads spent - **£139.57**
   Leads generated – **1**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	8
Cleaning Services	1	3
Linen Hire + Cleaning	0	0
Cleaning + Laundry	0	0
Laundry Only Services	0	0
Linen Purchase	0	0
Kitchen products	0	0
GRAND TOTAL	**3**	**11**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	12	£2,646.49
Turnover pack	1	£16,584.00
Electrical Appliance	1	£744.00
Laundry Only	0	£0.00
Cleaning Services	0	£0
Premises Rent	0	£0
Total	**14**	**19974.49**

ORDERS DELIVERED

Category	Order Count
Linen Hire	14
Laundry Only	2
Cleaning Services	1
Total	**17**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	11
Cleaning Services	0
Laundry Only Services	3
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	1
GRAND TOTAL	**15**

TENTATIVE SCHEDULE FOR NEXT WEEK (17/02/2025 – 23/02/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection	17/02/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Pam Nash	Tottenham Abode	**Collection Only**	26 Roslyn Road, N15 5ET	Collection	17/02/2025	AM SLOT 9am - 12pm	07399 153 138
Blagovesta Kyuchukova	Building Clean London LTD	**621 Hanover House, SW8 2JA** **5 double sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **5 king sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **5 Bathmats** **5 kitchen towels** **SW5** **30 King Size sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10 Single Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **10 Super King size sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **30 Bathmats** **20 Kitchen Towels (Laundry)**	621 Hanover House, 7 St George Wharf, SW8 2JA 57-59 Philbeach Gardens,SW5 9EE	Delivery	17/02/2025	AM SLOT 9am - 12pm	07562 448 464

Mostafa Iqbal	London Holiday Rental	**x40 Pillowcases** **x25 Double Duvet Covers** **x25 Double Bed Sheets** **x40 Bath Towels** **x10 Hand Towels**	124 Mile End Road, E1 4UN	Delivery	18/02/2025	AM SLOT 9am - 12pm	07548 067 617 / 07850 416 696
Mina Shiraze	Airbnb / Guest Houses	**140 Clitterhouse – 9 Double Bed Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **2 Gladstone Park – 4 King Size & 4 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **84 Harlesden Road – 6 Double & 4 King Size Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) ***For King Sets - Use a S/K Duvet Cover as our King Duvet Covers don't fit client duvets. Please use a King Bed Sheet as per usual***	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery & Collection	18/02/2025	AM SLOT 9am - 12pm	07507 925 485
Augustine / Carol	City Sparrow Apartments	**Collection Only**	278 Saint James Road, Wetons House, London, SE1 5JX	Collection	18/02/2025	PM SLOT - 12pm-5pm	Carol 07549 853 927

Steven Wong	Messiah Property Ltd	**x3 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x3 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	Basement Flat, 69 Marchmont St, WC1N 1AP	Delivery	18/02/2025	PM SLOT - 12pm-5pm	07786 080 000 / 0204 603 4190
Nina Paola Tapawan	Airbnb	**x2 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT) **x3 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT)	39E New Barn Street, E13 8JZ.	Delivery & Collection	18/02/2025	PM SLOT - 12pm-5pm	07367 859 460
Kinda Ghanem	Airbnb	**Collection Only**	1a Wellington Terrace Flat 1, W2 4LW, London	Collection	19/02/2025	PM SLOT - 12pm-5pm	07448 457 383
Steve Cogan	Airbnb	**Collection Only**	26 Arminger Road, W12 7BB	Collection	19/02/2025	AM SLOT 9am - 12pm	07939 200 486

Clarissa Soccenti		**14 Camden High Street, London, NW1 0JH** **5x KING SETS (King Linen Set Hire - Polycotton** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **5x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **10x king sets (King Linen Set Hire - 100% Cotton White)** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **10x Bathmats - 100% Cotton White)**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB	Delivery & Collection	19/02/2025	PM SLOT - 12pm-5pm	07481 154 511 EDH - ENTRANCE DOOR CODE: 8023 (Leave linen on 1st floor by the wardrobe at the end of the corridor) 1. CAMDEN ENTRANCE DOOR CODE: C1259 >> code has changed, (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor) West B - Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door)

Anil Bagga	Wellington Stays	**x15 Double Linen Sets** (x4 PC, x1 DC, x1 BS + x1 HT + x1 BT) *Item requirement is correct, client doesn't need two towels per set for time being*	545 High Road, Leytonstone, E11 4PB	Delivery & Collection	19/02/2025	PM SLOT - 12pm-5pm	07908 962 805
Heidi Kampa	La Bibliotheque	**17 x super king bed sheets** **17 x super king duvet cover** **68 x pillow cases** **x34 Towel sets** (x1 BT, x1 HT, x1 FT, x1 BM per set)	La Bibliotheque, 325 Kingsland Road, Haggerston, E8 4DL	Delivery & Collection	19/02/2025	PM SLOT - 12pm-5pm	07799 007 963 / 01450 367 110
Steven Wong	Messiah Property Ltd	**x6 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x3 Single Linen Sets** (x2 PC, x1 DC, x1 BS, x1 HT, x1 BT)	161A Brook Drive, SE11 4TG	Delivery & Collection	20/02/2025	AM SLOT 9am - 12pm	07786 080 000 / 0204 603 4190
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x25 Double Linen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery & Collection	20/02/2025	PM SLOT - 12pm-5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)
Priscilla	Priscila La Maison du Soleil Ltd	**Collection Only**	69 Tottenham Court Road, W1T 2HA (Top floor - 3rd Floor)	Collection	20/02/2025	PM SLOT - 12pm-5pm	07367 072 095 Priscilla

Andreea Seremet	Voyage Stay	**x8 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x4 Super King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x8 Bathmats**	9 Wigmore Place, W1U 2LS	Delivery & Collection	20/02/2025	PM SLOT - 12pm-5pm	07544 801 629
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection	21/02/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Mina Shiraze	Airbnb / Guest Houses	**2 Gladstone park: x8 King Size & 6 Double linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **84 Harlesden road: x10 Double & x6 King linen sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **140 Clitterhouse: x20 Double Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) ***For King Sets - Use a S/K Duvet Cover as our King Duvet Covers don't fit client duvets. Please use a King Bed Sheet as per usual***	2 Gladstone Park Gardens, NW2 6JU 84 Harlesden Road, NW10 2BE 140 Clitterhouse Cress, NW2 1DA	Delivery & Collection	21/02/2025	AM SLOT 9am - 12pm	07507 925 485
Andreea Seremet	Voyage Stay	**x5 King Linen Sets** (x4 PC, x1 DC, x1 BS, x2 HT, x2 BT) **x5 Bathmats**	66 Hereford Road, W2 5AJ	Delivery & Collection	21/02/2025	PM SLOT - 12pm-5pm	07544 801 629

Pam Nash	Tottenham Abode	**x6 Double Duvet Covers** **x6 Double Bed Sheets** **x8 Single Duvet Covers** **x8 Single Bed Sheets** **x20 Bath Towels** **x20Hand Towels** **x13 Pillowcases**	26 Roslyn Road, N15 5ET	Delivery	21/02/2025	AM SLOT 9am - 12pm	07399 153 138
Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	23/02/2025	AM SLOT 9am - 12pm	07470 255 034